

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Naressi, Alexandre et al.	Examiner:	Lane, Gregory
Serial No.	10/598,387	Art Unit:	2348
Filing Date:	September 23, 2008	Atty. Docket No.:	33836.00.0100
Confirmation No.:	3439		

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD THAT PROVIDES  
DYNAMIC DOWNLOADABLE MEDIA CONTENT**

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Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE**

Dear Examiner Lane:

In response to the non-final Office Action mailed January 9, 2012, Applicants submit a Request for a one-month Extension of Time and the following response:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.